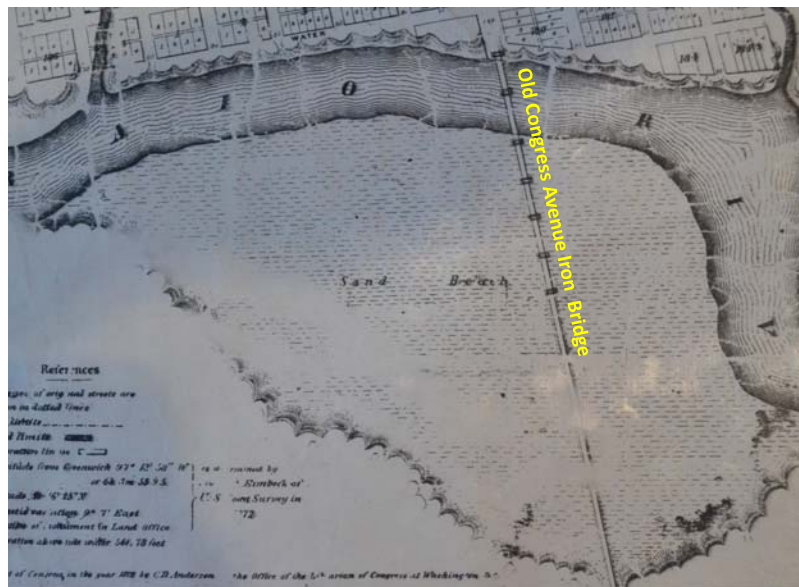


SOUTH CENTRAL WATERFRONT VISION FRAMEWORK PLAN

Design Commission – December 19, 2016



SCW YESTERDAY: Sand Beach (1872 Survey)



SCW YESTERDAY: “New” 1910 Concrete Bridge



Image courtesy of *Austin History Center*

3

SCW YESTERDAY: Cattle and Spinach



Image courtesy of *Austin History Center*

4

SCW YESTERDAY: 1930 Flood



Image courtesy of Austin History Center

5

SCW YESTERDAY: 1949 Zoning Map

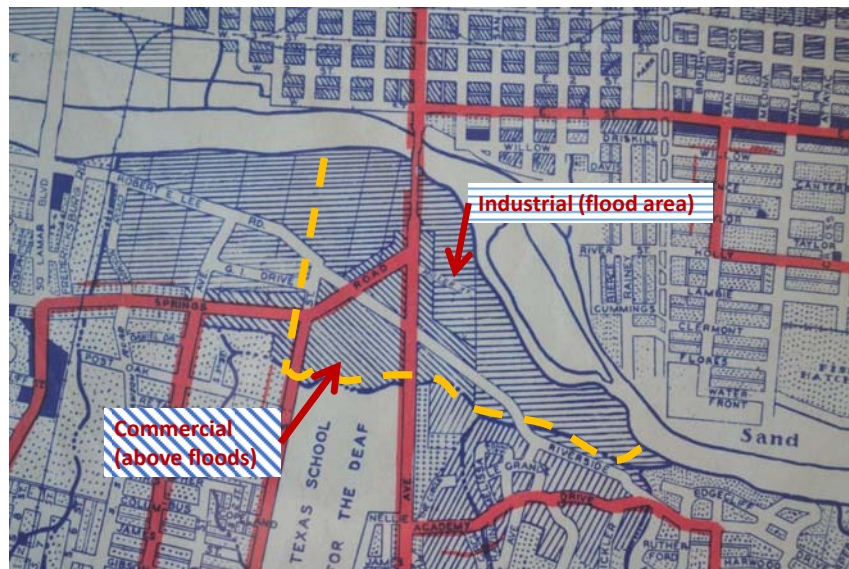


Image courtesy of Austin History Center

6

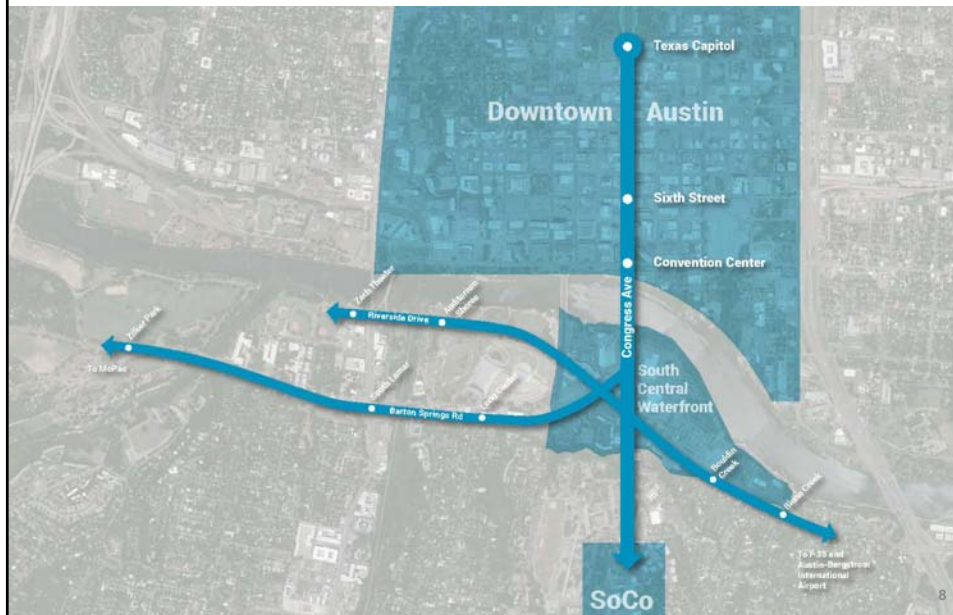
SCW YESTERDAY: 1950's



Image courtesy of Austin History Center

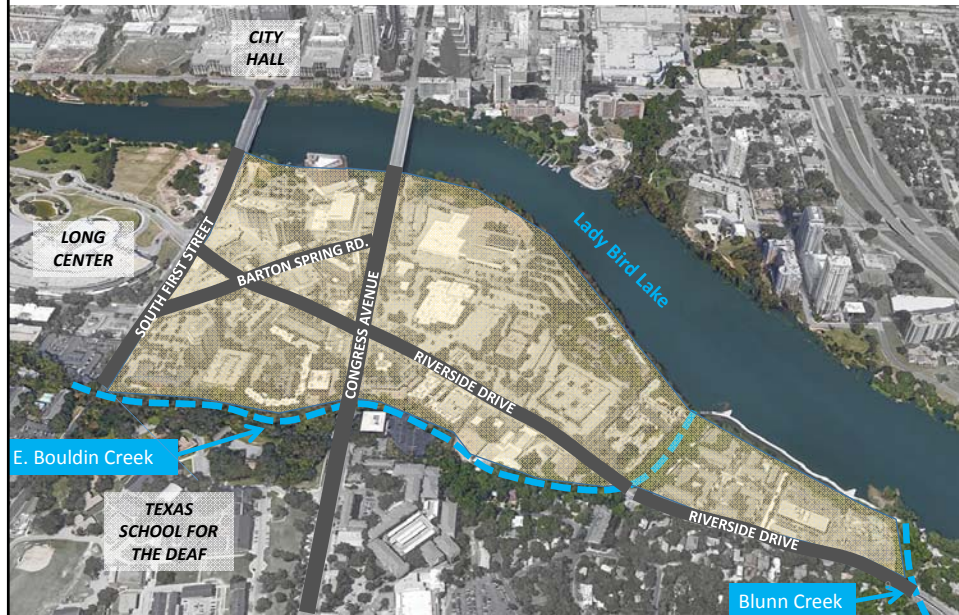
7

SCW TODAY: Location, Location, Location



8

SCW TODAY: X marks the spot



SCW TODAY: Bone Structure

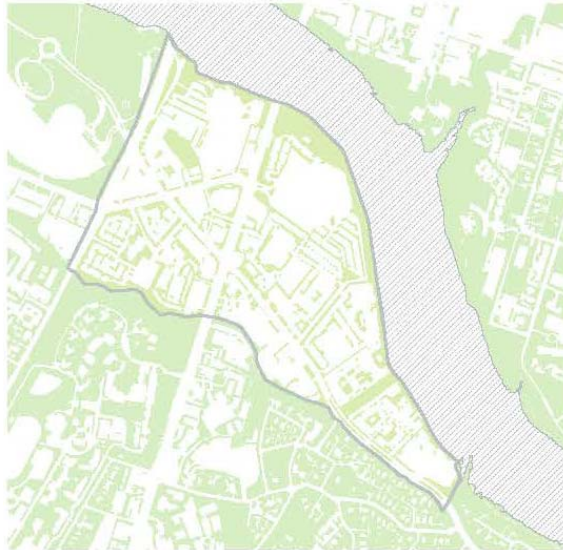


118 acres* equals
33 downtown blocks

* Gross total acreage of properties, right-of-way, & easements.

10

SCW TODAY: Skin Condition



81 %
Impervious
Cover

SCW TODAY: Meager Open Space & Public Realm



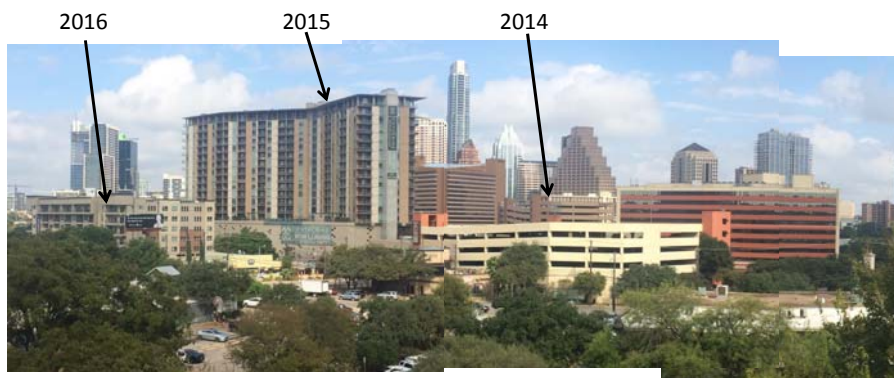
SCW TODAY: A Patchwork of Parcels



32 private properties + 1 city-owned @ One Texas Center

13

SCW TODAY: Change is Happening



14

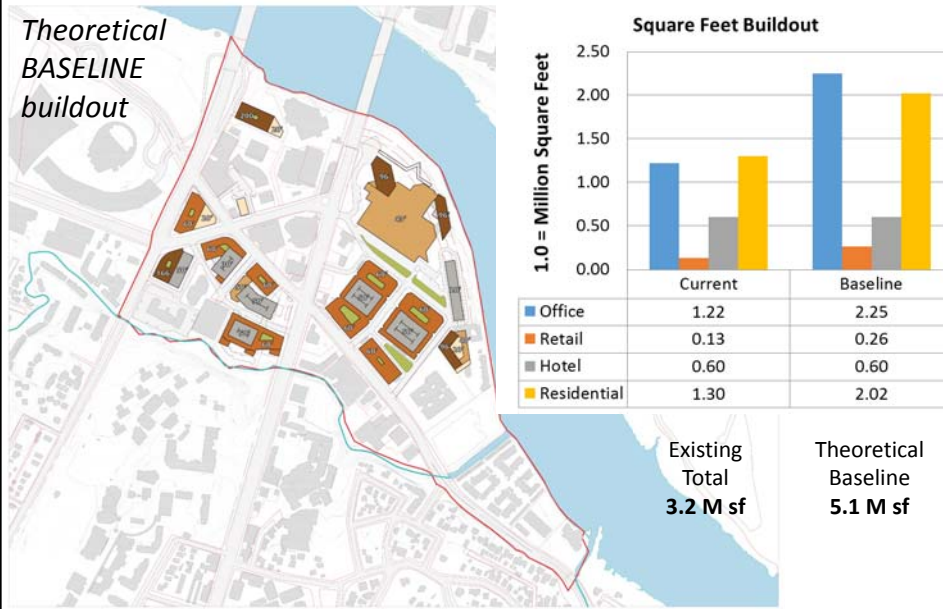
SCW TOMORROW: Bigger Changes are Coming



15

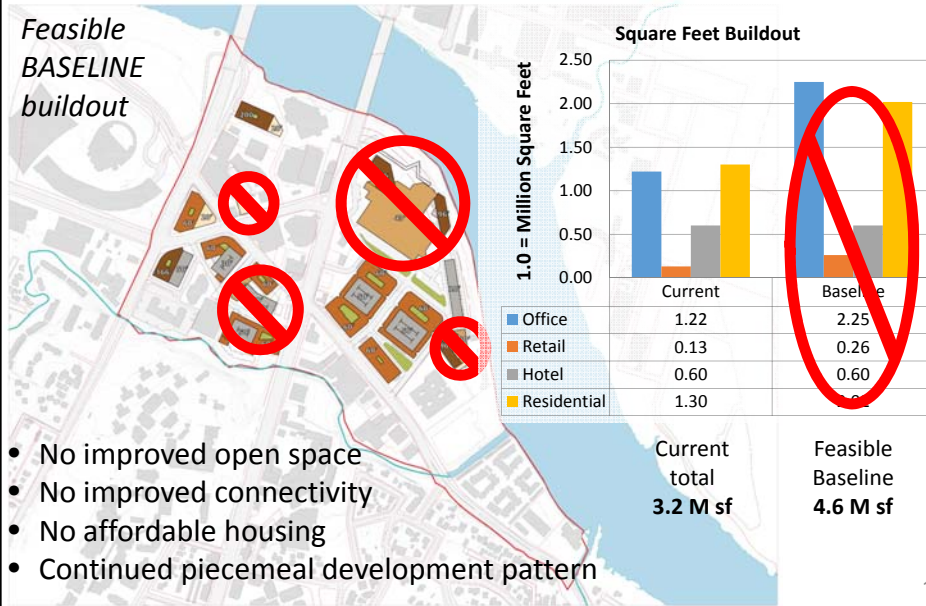
SCW TOMORROW: Under Current Entitlements

*Theoretical
BASELINE
buildout*



SCW TOMORROW: Financially Feasible Baseline

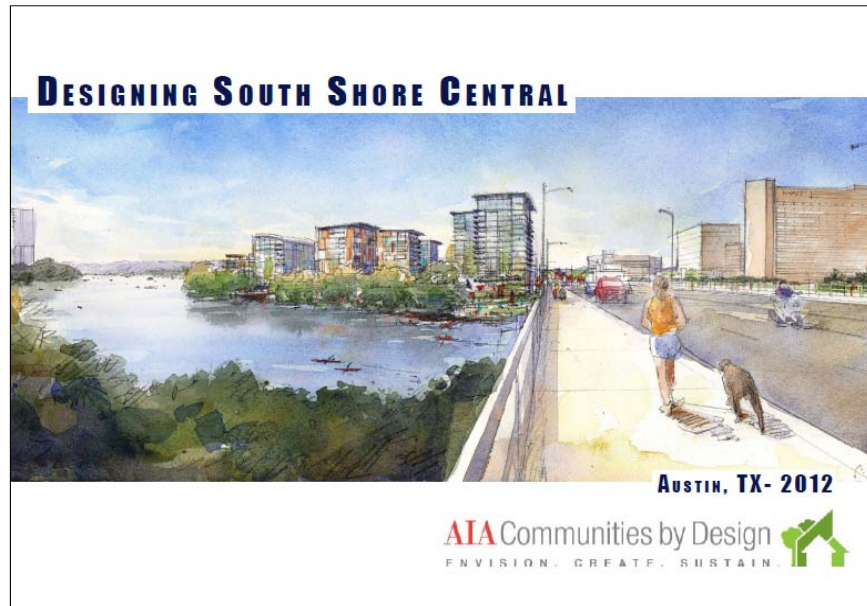
*Feasible
BASELINE
buildout*



SCW TOMORROW: Under Current Entitlements



Imaging a better future: 2012 AIA | SDAT



19

Imaging a better future: 2013 UT | HUD Study



TEXAS URBAN
FUTURES LAB
University of Texas
School of Architecture



20

Imaging a better future: 2014 Interim Report

South Central Waterfront Initiative
Interim Draft Vision Framework Report | August 2014



City of Austin
Planning and Development Review Department
Urban Design Division

21

Imaging a better future: 2015/16 EPA Study

 United States
Environmental Protection
Agency

March 2016
www.epa.gov/smartgrowth



Greening America's Capitals

GREENING THE SOUTH CENTRAL WATERFRONT
AUSTIN, TEXAS

22

Engaging the Community: 6 Walkshops



23

Engaging the Community: 6 Public Lectures

Waterfront Talkabout 3
Dollars & Sense: Smart Strategies to Fund Our Future
 Monday, March 24th
 7-9 pm | Doors at 6:30 pm
 St. David's Episcopal Church | 301 East 8th Street
 Light refreshments will be served.

Dollars & Sense: Smart Strategies to Fund Our Future
Dr. Abe Farkas | Director of Development Services at ECDHoffman | Portland, OR
 Abe is an expert in strategic planning and crafting urban development partnerships nationwide. He arrived in Austin in 2012 and is now.

Rebecca Leonard | President of Design Workshop | Austin, TX
 Rebecca's firm, Design Workshop, has won regional and national awards for projects which merge quality place-making design with practical approaches for implementation and funding.

(Waterfront conference and second design lecture, worth \$1 million in value)

Waterfront Talkabout 4
 Wednesday, May 4th 2015 | 7 pm | Doors at 6:30 pm
 Mexican American Cultural Center | 600 River St.
 Parking is free in MAATC lot.

Principles for Remaking the Urban Waterfront
Alex Krieger, FAIA, is a nationally known architect, urban designer, and professor. He is a global expert in waterfront planning, and based on the principles for creating vibrant, healthy, and welcoming waterfronts, he will share his vision and insights. He is a frequent speaker at waterfront design and planning events, including the upcoming event in Boston, Louisville, Washington DC, Pittsburgh, Denver, Cleveland, and the renovation of St. Louis's waterfront.

(Waterfront conference and second design lecture, worth \$1 million in value)

Waterfront Talkabout 5
 Wednesday, July 8th 2015 | 7 pm | Doors at 6:30 pm
 Mexican American Cultural Center | 600 River St.
 Parking is free in MAATC lot.

Designing Urban Landscapes For People and Nature
Scott Calafatis, a Principal at CMAC Landscape Architecture, is a nationally known design firm leader and has been a frequent speaker at waterfront planning events. He will share his vision and insights on how to create vibrant, healthy, and welcoming waterfronts.

Waterfront Talkabout 6
 Monday, May 23rd 2014 | 8 pm | Doors at 6:30 pm
 Texas School for the Deaf | 1102 S. Congress Ave.

A Vision Framework Plan for the South Central Waterfront
 The **SCW Vision Framework Plan** is the result of a multi-year effort of planning and community engagement. The Plan sets priorities and recommendations for high-quality waterfront public spaces, public gathering places, green streets, and affordable housing are central to the future redevelopment of the rapidly changing area. The City Council will consider adopting the Plan at a June 19th public meeting.

Learn about the SCW Vision Framework Plan, and hear from key consultants who have contributed to the making of the plan.

Margaret Robinson, PAA, is a founder and principal at Robinson, Robinson, an award-winning landscape architecture, planning, and urban design firm.

Ashley Robinson has helped craft the vision framework for the SCW Plan. To create a great public realm for the district.

Dr. Abe Farkas | Director of Development Services at ECDHoffman | Portland, OR
 Abe is an expert in finance, real estate development, and crafting urban development partnerships nationwide. His firm has helped create the financial framework for the SCW Plan. The financial framework was designed to fund the vision of the plan.

24

Engaging the Community: Charrettes



25

Engaging the Community: Vision Sessions



26

Engaging the Community: Open Houses



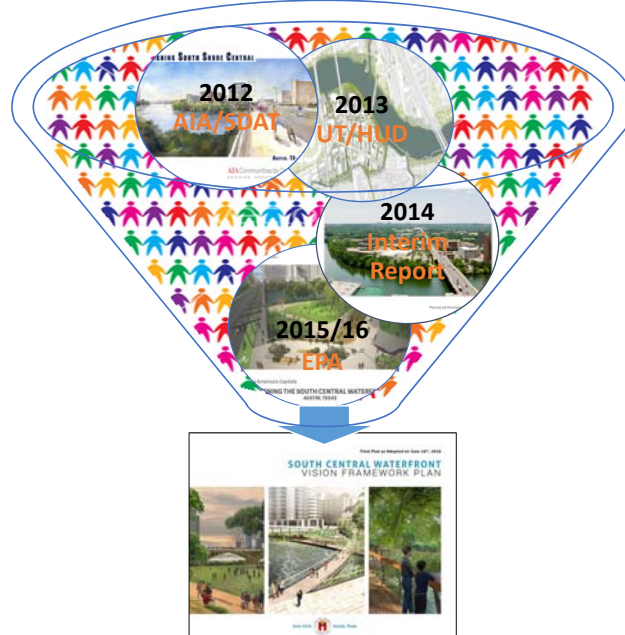
27

Engaging the Community: 1600+ people

DATE	ATTENDANCE	EVENT
February 27, 2012	75	Waterfront Talk with SDAT leader Harris Steinberg
June 4, 2012	80	SDAT Roundtables
June 4, 2012	125	SDAT Kickoff
June 6, 2012	170	SDAT Final Presentation
May 13, 2013	155	Sustainable Places Project Presentation
January 11, 2014	174	WALKabout #1
January 21, 2014	116	TALKabout #1
February 12, 2014	73	TALKabout #2
March 24, 2014	78	TALKabout #3
April 5, 2014	55	WALKabout #2
April 25 - 28, 2014	170	Vision + Design Intensive
May 6, 2015	130	TALKabout #4
July 8, 2015	105	TALKabout #5
August 29, 2015	16	Artists Walkshop #1
September 1-3, 2015	125	EPA Vision + Design Intensive
September 24, 2015	15	Artists Walkshop #2
October 18, 2015	12	Artists Walkshop #2
May 1, 2016	120	Open Air Open House
May 23, 2016	30	TALKabout #6

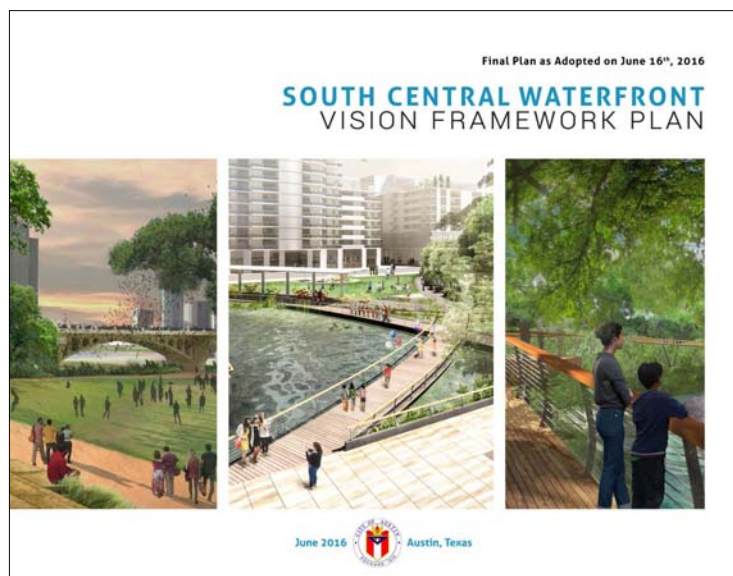
28

All Together Now: 2016 SCW Vision Framework Plan



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SCW Framework Plan: Adopted June 2016



30

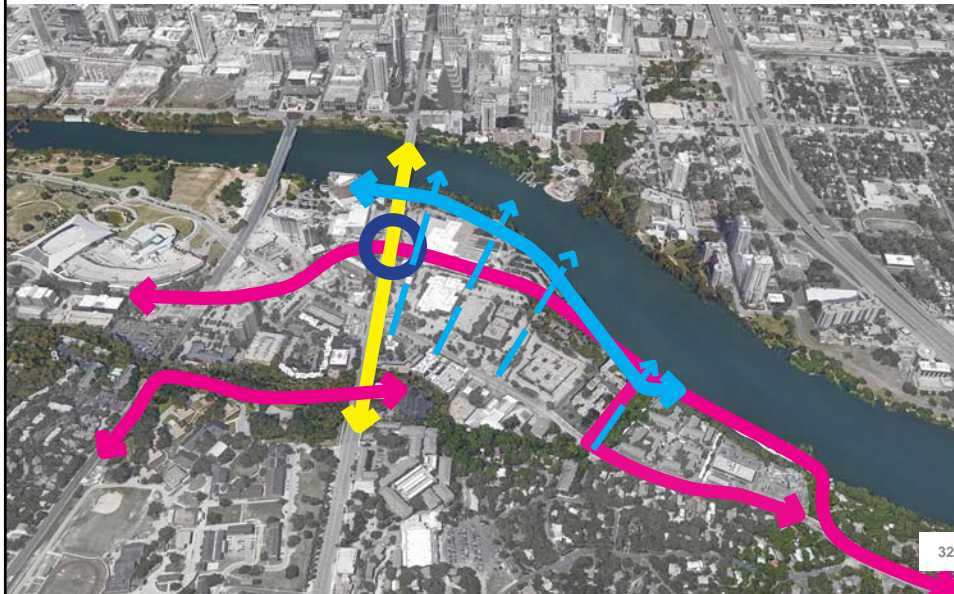
SCW Framework Plan: The three legged stool

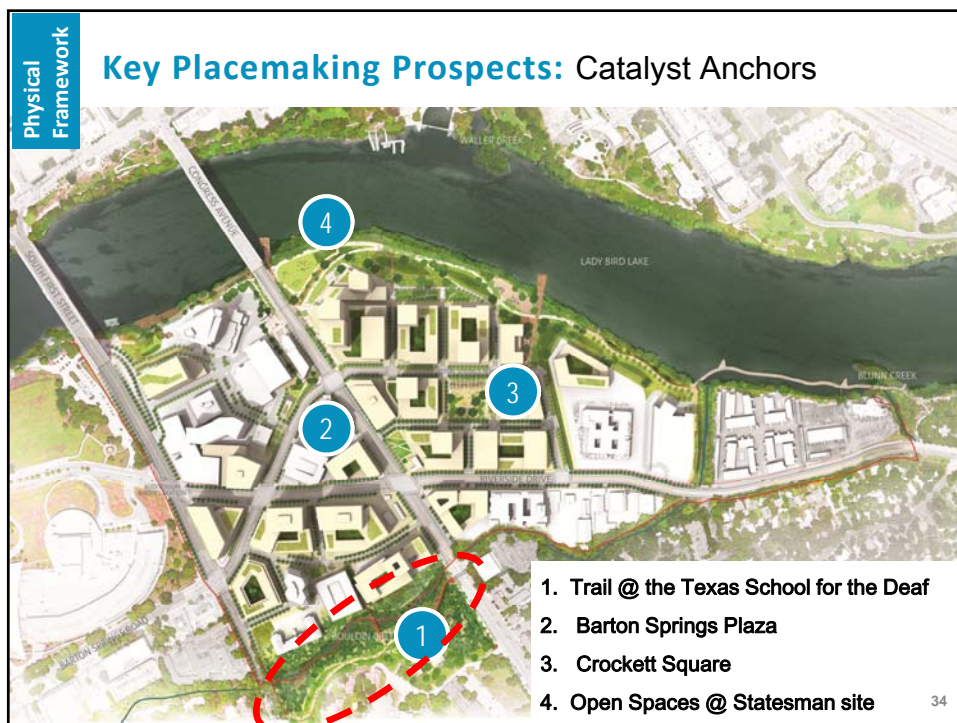
Three requirements for successful transformation:

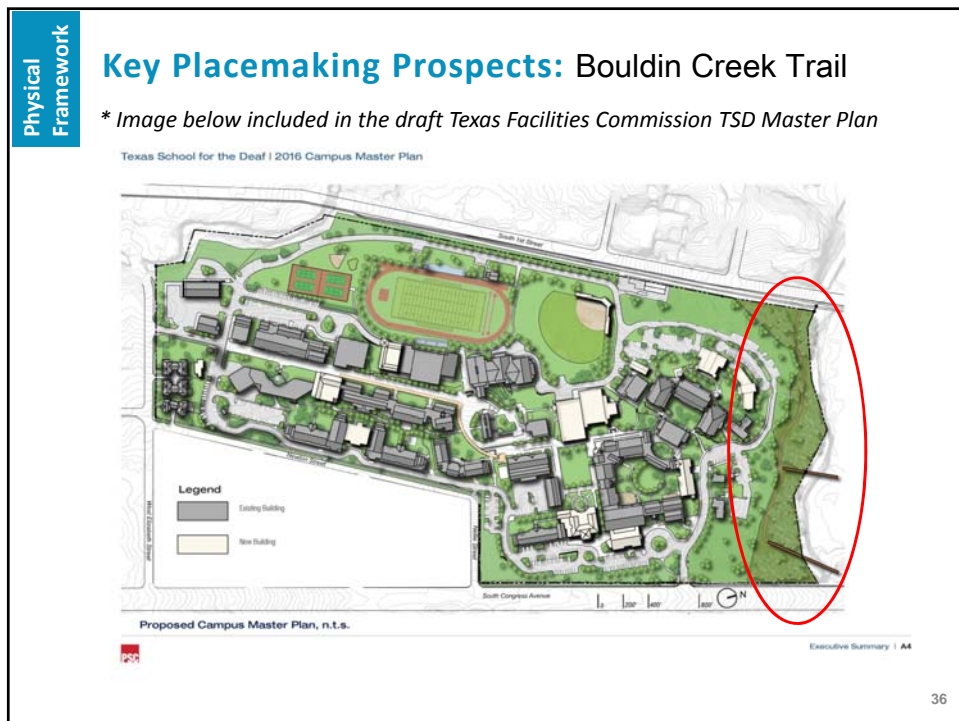
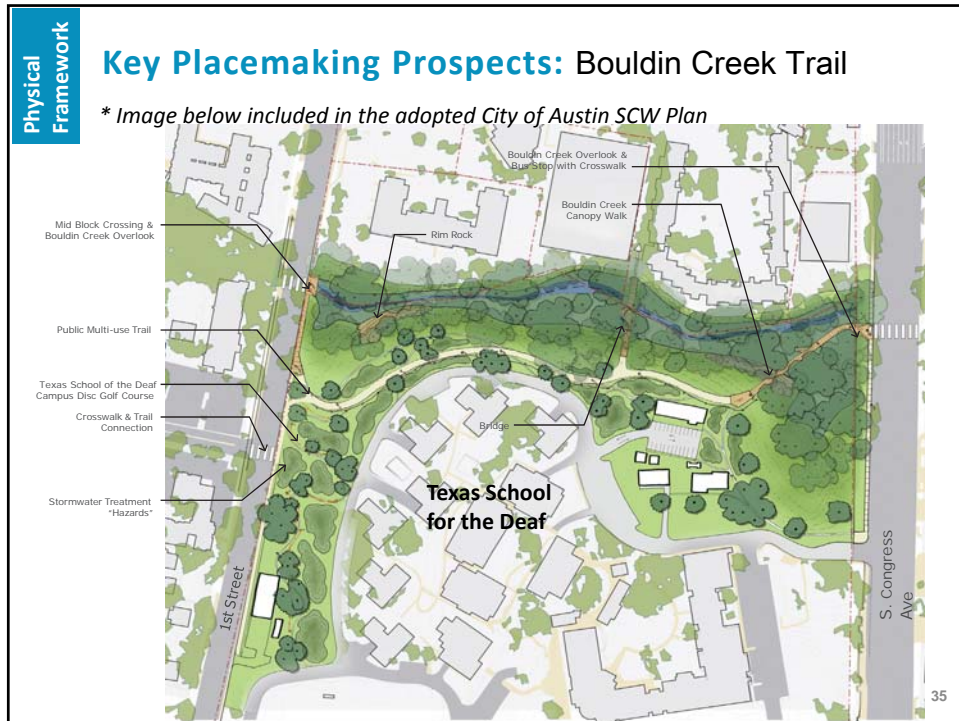
- **A Physical Framework:** green streets, pedestrian connections & open space for a great public realm.
- **A Financial Framework:** district-wide value capture, strategic capital investments and bonus entitlements to fund public realm and affordable housing.
- **A Proactive City Framework:** public-private partnerships and leverage city assets in order to achieve community goals.

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PHYSICAL FRAMEWORK: A network of streets, pedestrian connections and open spaces for a great public realm







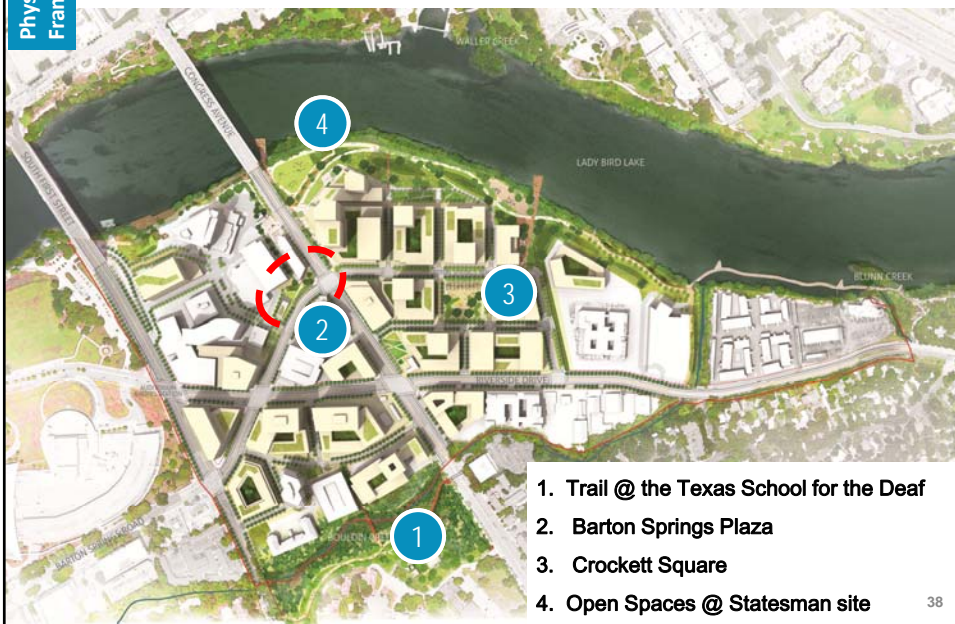
Key Placemaking Prospects: Bouldin Creek Trail



Looking from Congress Avenue to the Texas School for the Deaf
(Bouldin Creek @ right)

37

Key Placemaking Prospects: Barton Springs Plaza



1. Trail @ the Texas School for the Deaf
2. Barton Springs Plaza
3. Crockett Square
4. Open Spaces @ Statesman site

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Physical Framework

Key Placemaking Prospects: Barton Springs Plaza

An architectural rendering of Barton Springs Plaza. In the foreground, a green-painted bike lane with white bicycle symbols runs along the left side. A person is riding a bicycle on this lane. To the right of the bike lane is a paved pedestrian walkway. Further right, there's a landscaped area with several mature green trees, a wooden bench where a person is sitting, and a low wooden planter box filled with greenery. In the background, a modern building with large windows and a flat roof is visible, with several people walking near its entrance. A tall, thin sculpture of a bird is on the far left.

Looking from Congress Avenue towards Barton Springs Road
(@ location of existing "free right")

Image from EPA Report
& the SCW Plan

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Physical Framework

Key Placemaking Prospects: Barton Springs Plaza

An architectural rendering of Barton Springs Plaza from a different angle. A modern, two-story building with a light-colored, textured facade and large windows is the central focus. A large, vertical wooden sculpture of a water tower stands in front of the building. To the left of the water tower, there are several trees and a paved area where people are walking. A vintage-style car is parked near the building's entrance. The sky is clear and blue.

Looking from Congress Avenue towards Barton Springs Road
(@ location of existing "free right")

Image from Lake|Flato
Fall 2015

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Physical Framework

Key Placemaking Prospects: Barton Springs Plaza

Looking from Congress Avenue towards downtown
(Barton Springs Road to left)

Image from Lake|Flato
Fall 2015

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Physical Framework

Key Placemaking Prospects: Crockett Square

1. Trail @ the Texas School for the Deaf
2. Barton Springs Plaza
3. Crockett Square
4. Open Spaces @ Statesman site

42

Physical Framework

Key Placemaking Prospects: Crockett Square

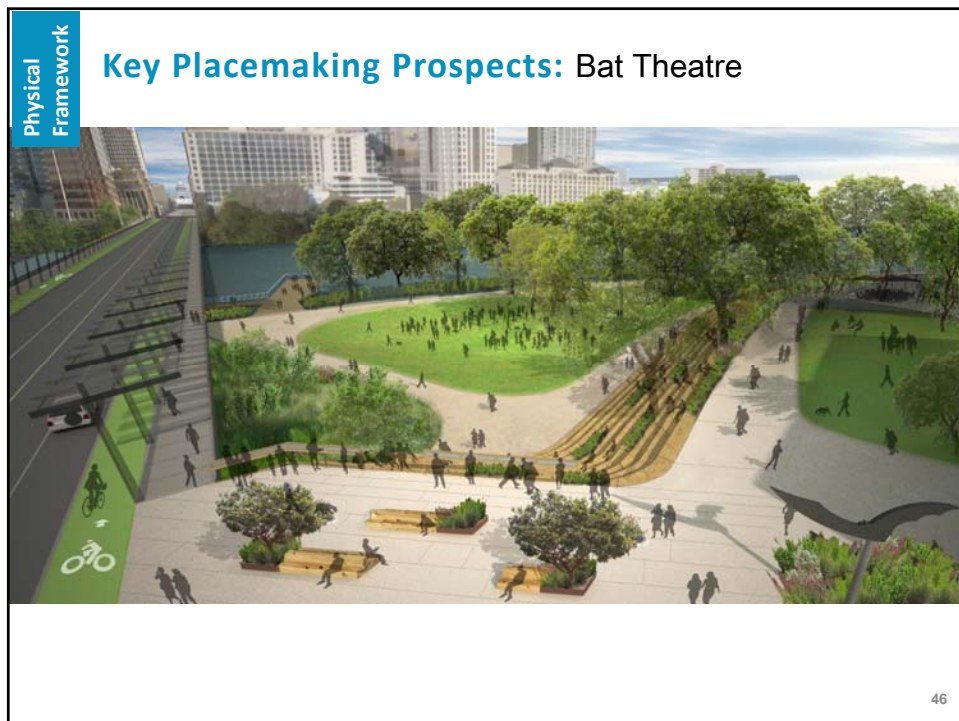
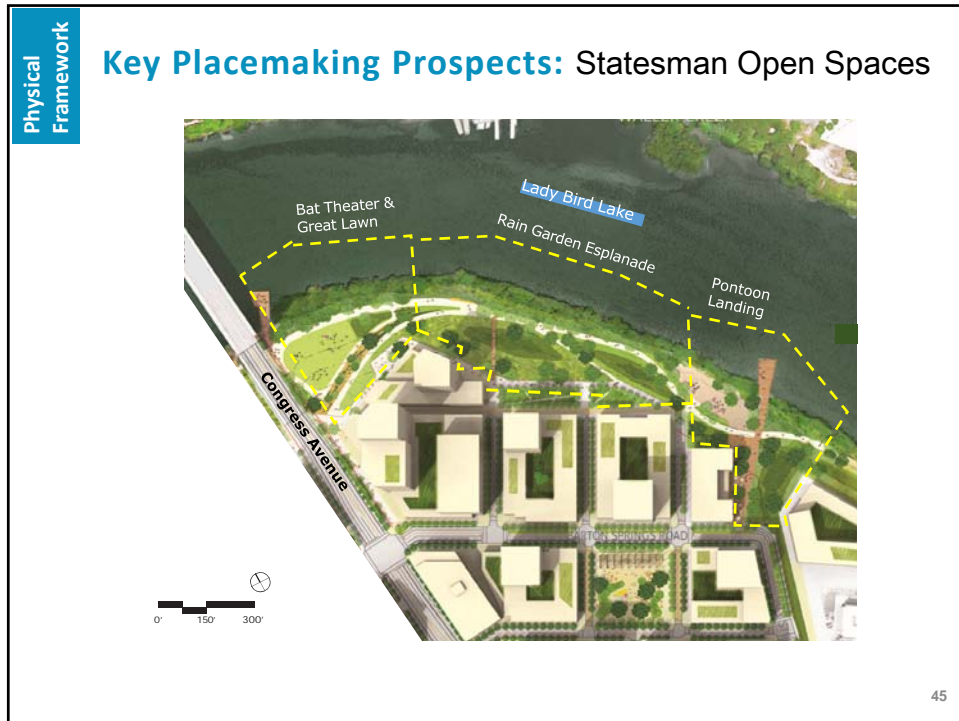
43

Physical Framework

Key Placemaking Prospects: Statesman Open Spaces

1. Trail @ the Texas School for the Deaf
2. Barton Springs Plaza
3. Crockett Square
4. Open Spaces @ Statesman site

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Key Placemaking Prospects: Great Lawn



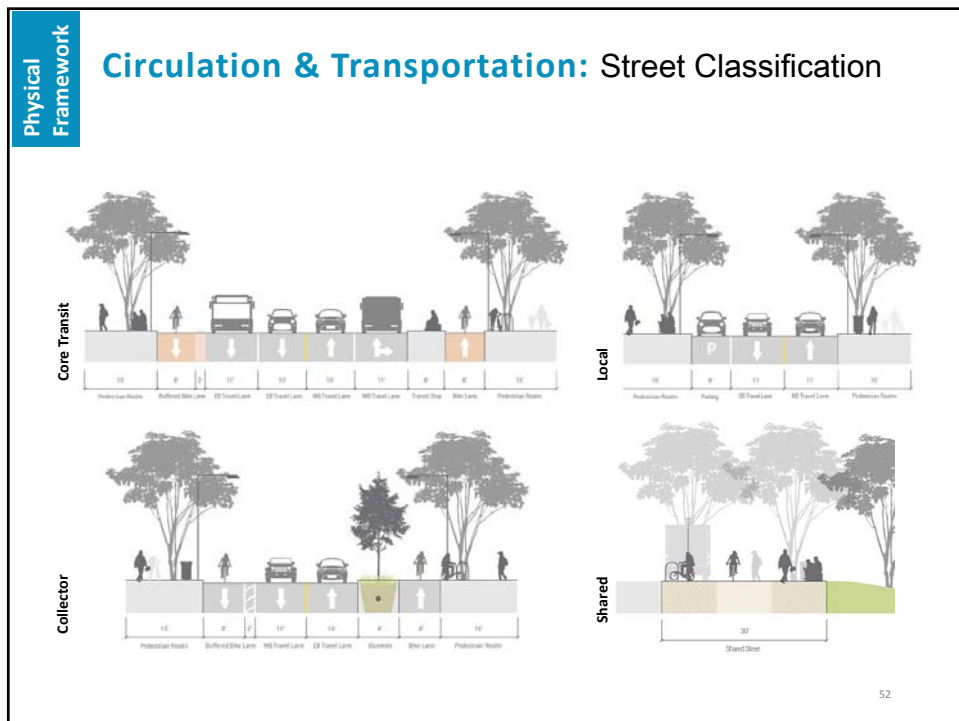
47

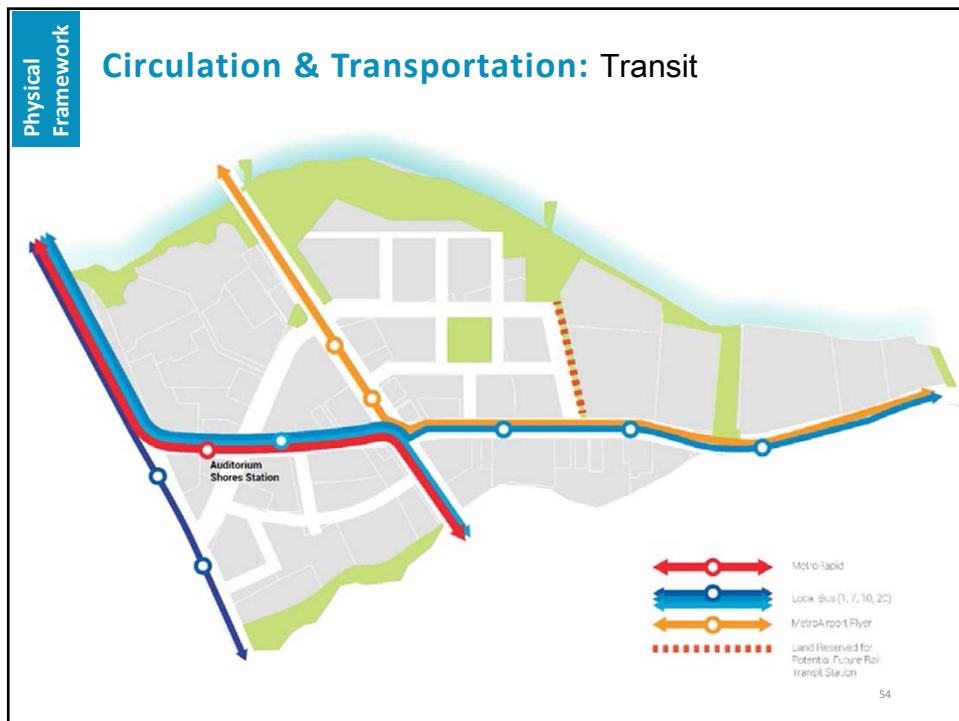
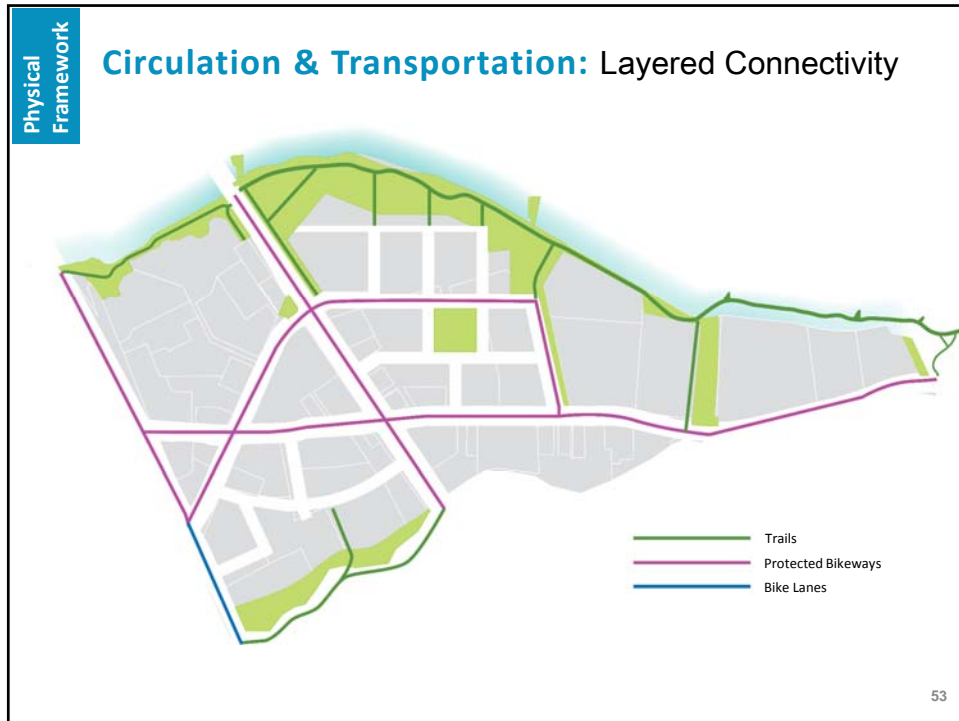
Key Placemaking Prospects: Pontoon Landing

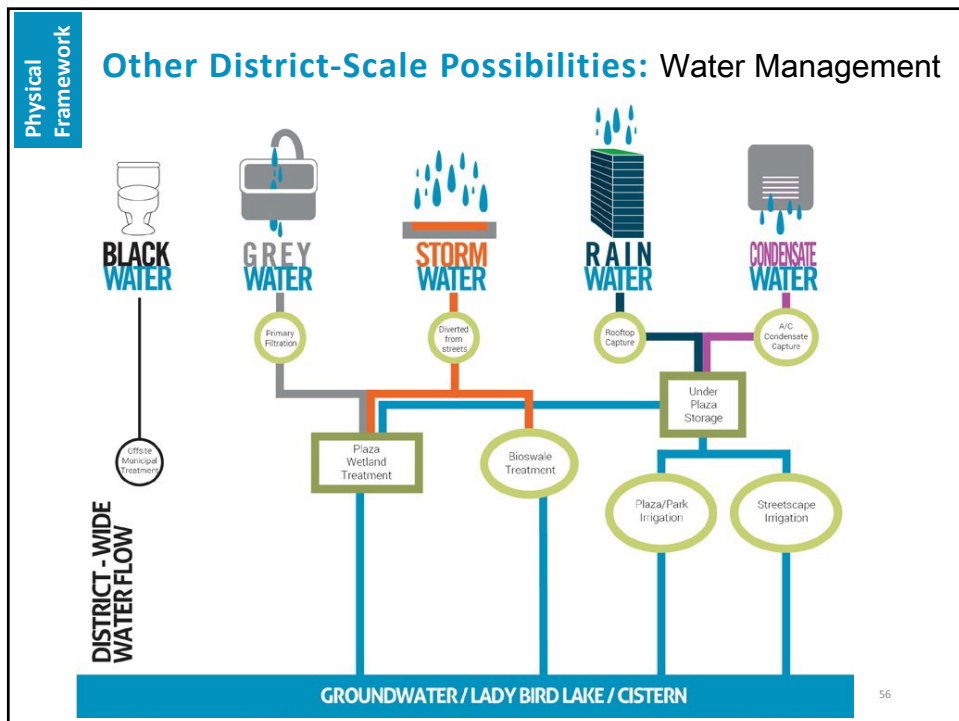
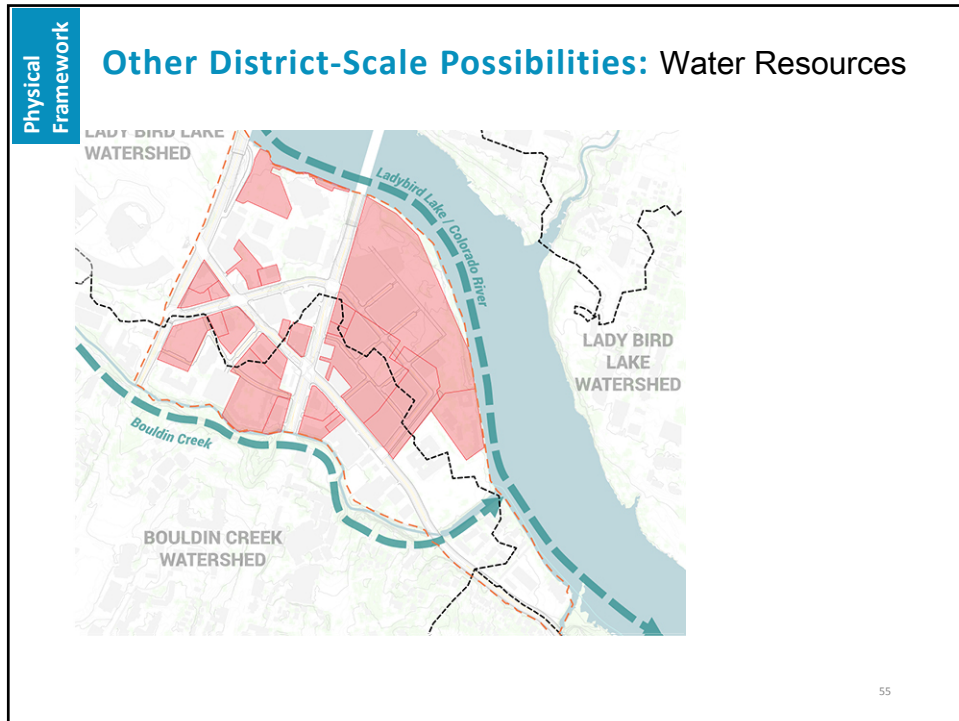


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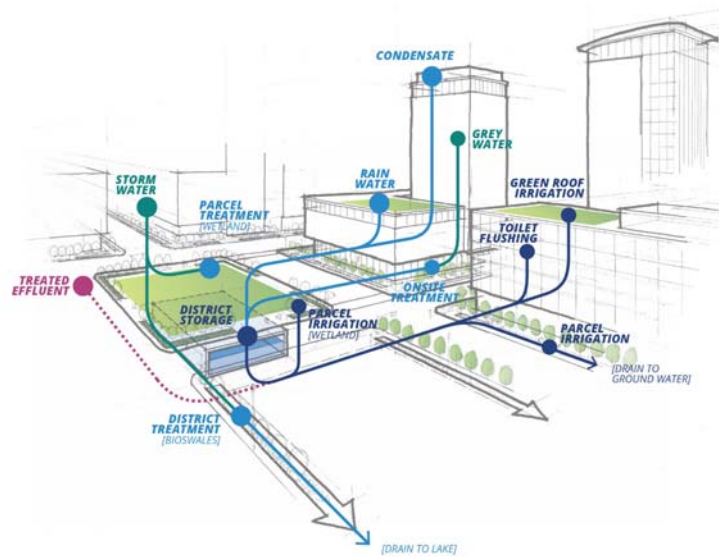








Other District-Scale Possibilities: Integrated Systems



57

Other District-Scale Possibilities: Water Resources



Building Rainwater Reuse



District Stormwater Reuse



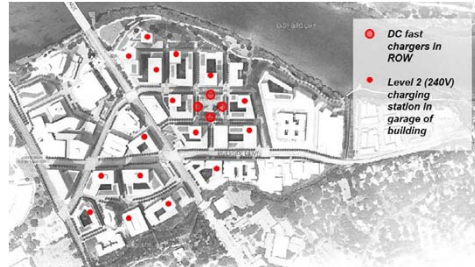
Reclaimed Water



District Cooling

58

Other District-Scale Possibilities: Electric



District Solar



District Charging (PEV)

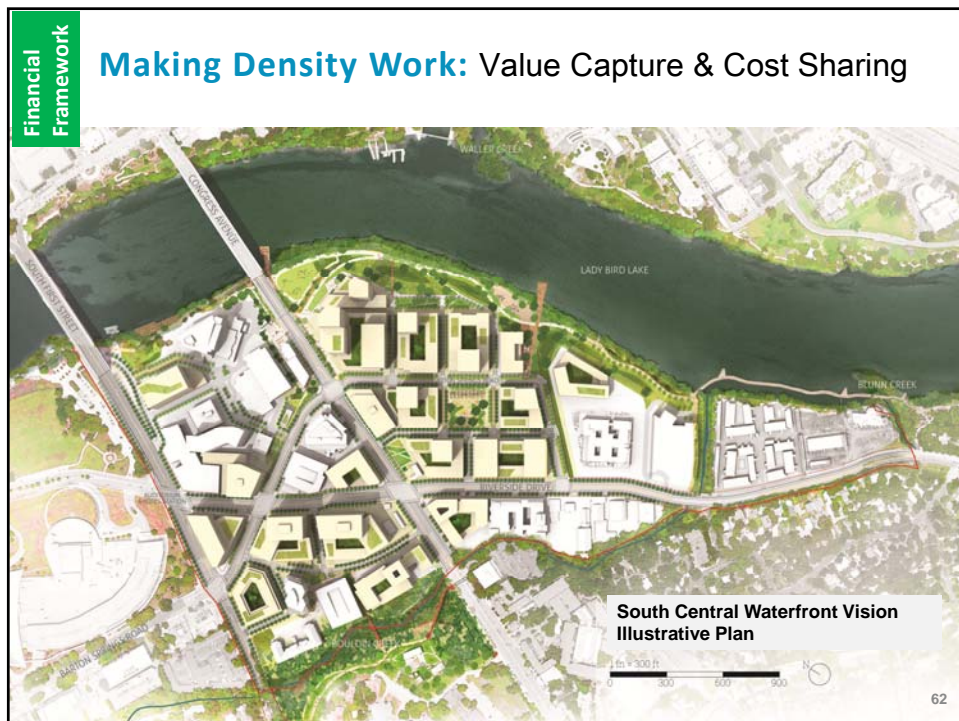
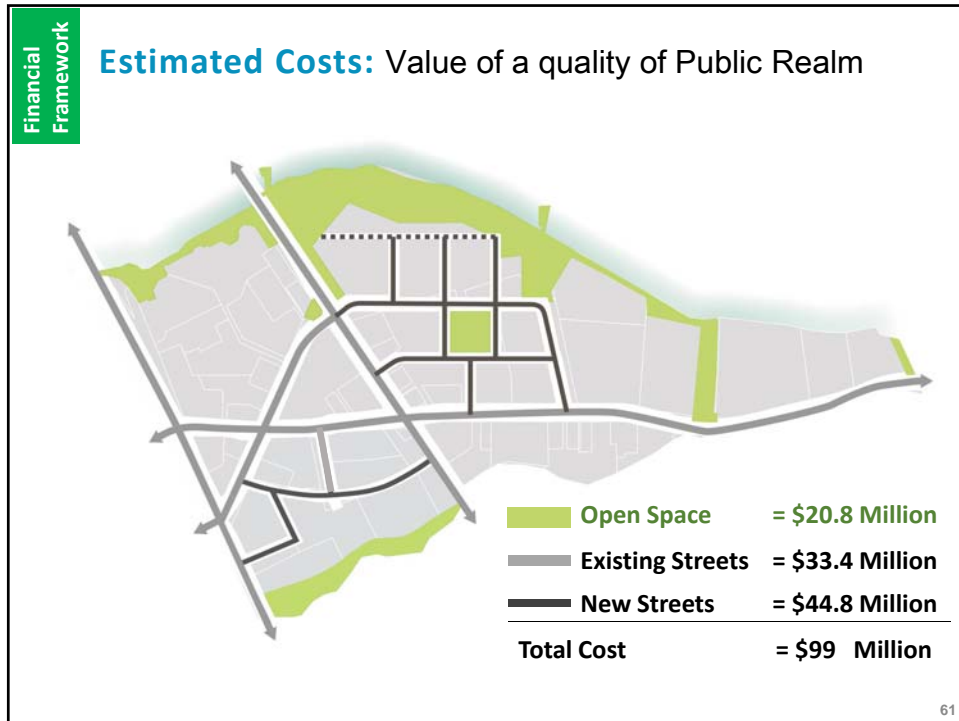
59

SCW Framework Plan: The three legged stool

Three requirements for successful transformation:

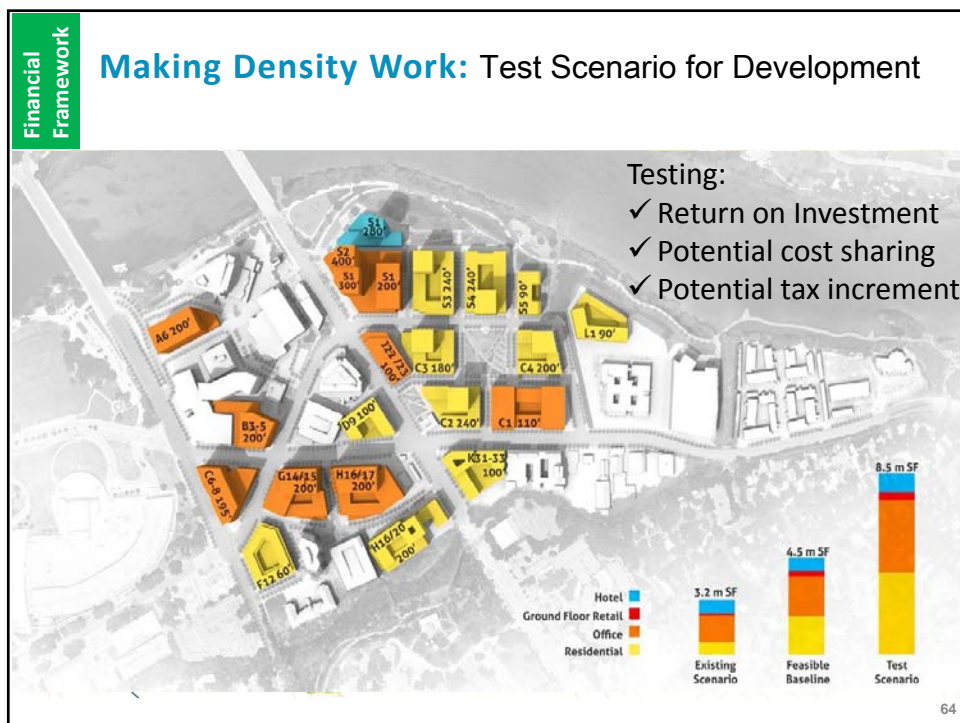
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60

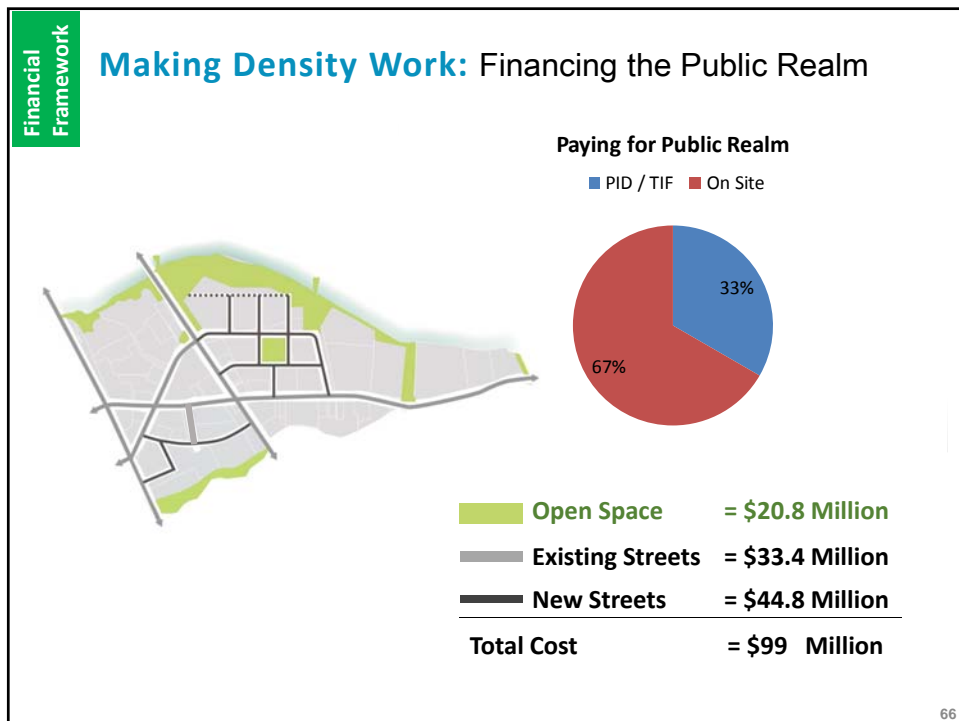
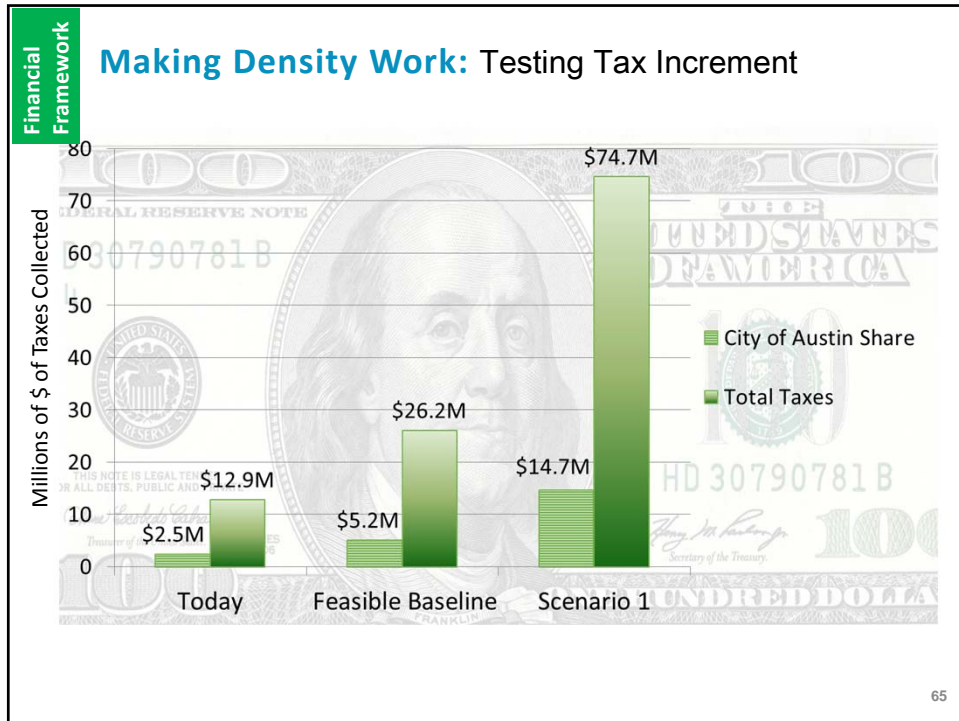


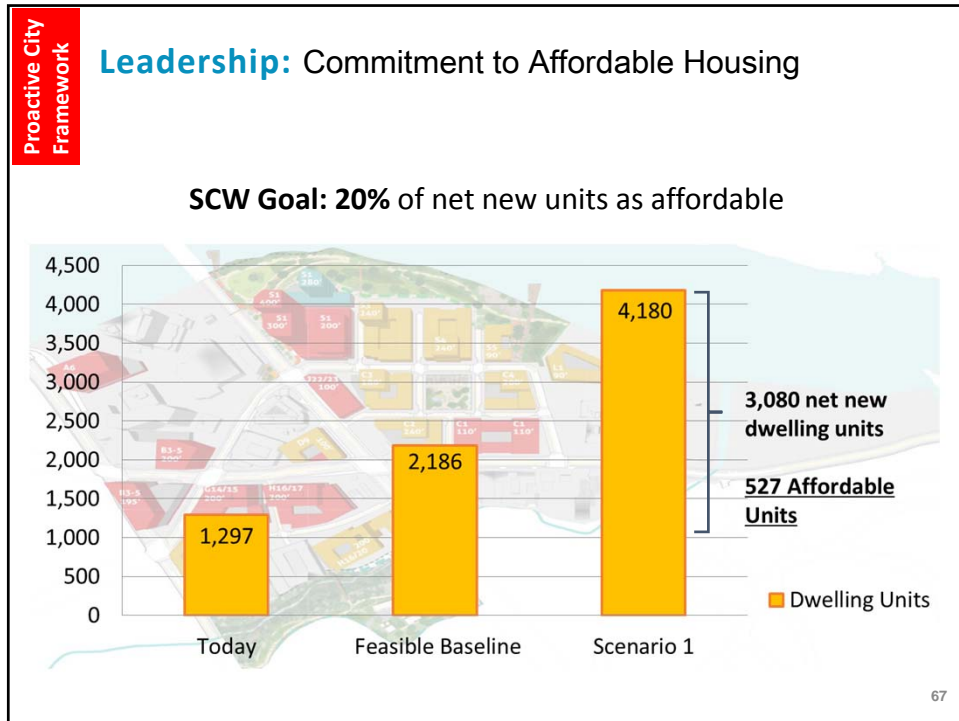
Financial Framework	Making Density Work: Financial Toolkit		
	Transportation Infrastructure	Parks & Open Spaces	Affordable Housing
Privately Funded			
Public Improvement District	✓	✓	✓
Transfer of Development Rights		✓	✓
Philanthropy		✓	✓
Publicly Funded			
Tax Increment Financing	✓	✓	✓
CIP Funds	✓	✓	
Parking Fund	✓		✓
Affordable Housing (tax abatements/credits, REIT)			✓

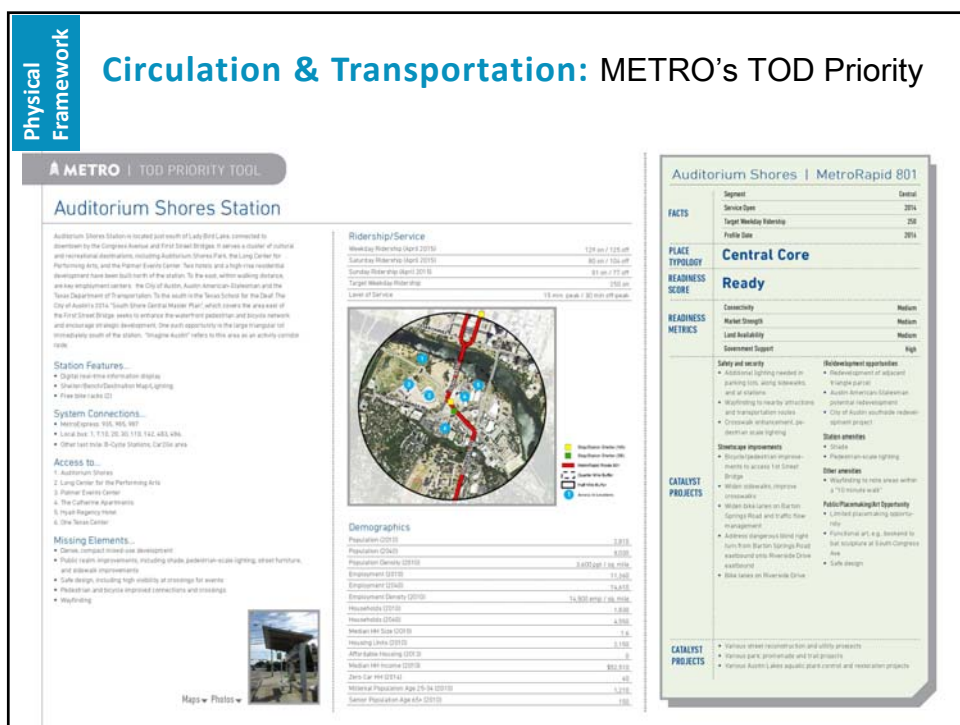
63

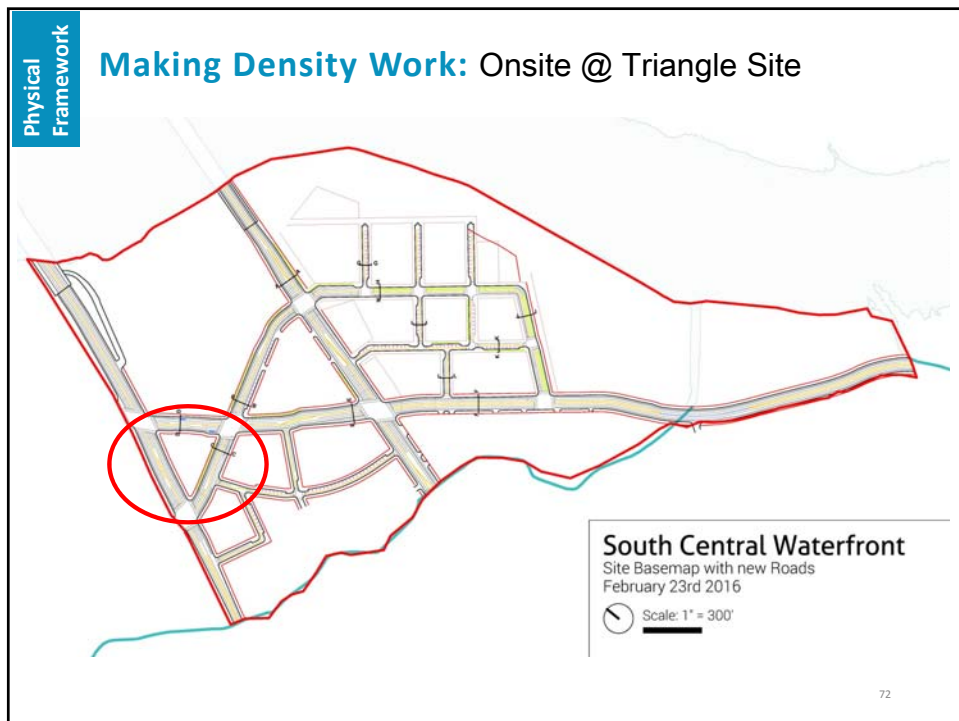
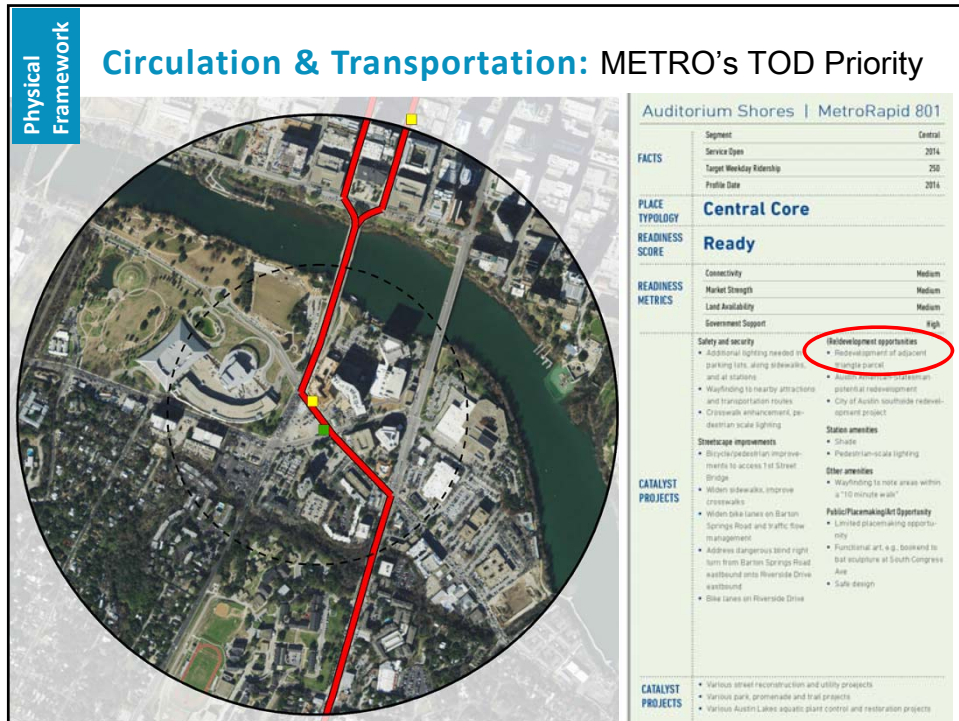


64

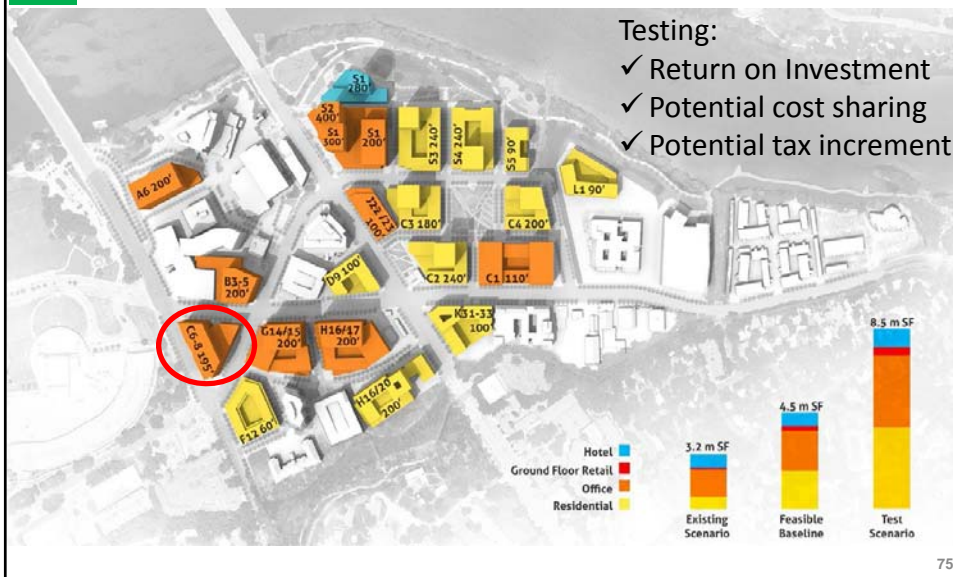








Making Density Work: Test Scenario @ Triangle Site



Making Density Work: Test Scenario @ Triangle Site

Attachment 4: Test Scenario Results

Up to **\$3.1 M** in funding for onsite and offsite Master Plan improvements & benefits

Parcel	A6 Office	B3, B4, B5 Office	C8, C7, C6 Office	D9 Office	E13, E15 Office	F15, F17, F20 Office	G3 Sub-Parcel	H2 Sub-Parcel	I7 Sub-Parcel	J4 Sub-Parcel	K5 Sub-Parcel	L1 Office
Area Paved	3,715	1,715	1,800	0	0	1,240	1,060	6,000	2,300	0	1,400	0
Entertainment Assumptions												
FAR	2.4	3.5	4.7	3.7	3.2	5.3	3.0	8.5	8.4	7.0	7.0	4.5
Height (Stories)	13	13	14	9	5 to 6	15	15 to 18	17 to 26	24	7 to 21	7 to 21	8
Use Mix												
Office SF	360,000	260,000	270,526	0	10,000	347,600	371,000	812,900	0	0	0	0
Hotel SF	0	0	0	0	0	0	0	0	264,200	0	0	0
Residential SF	30,000	10,000	21,048	8,000	12,000	10,000	33,000	38,000	13,000	26,000	26,000	13,000
Residential SF	0	0	13,800	153,000	156,976	0	387,000	0	430,700	430,700	430,700	103,000
Total SF	390,000	270,000	284,374	161,000	22,000	357,600	404,000	850,900	264,200	456,700	456,700	113,000
Residential Units												
Market Residential Units	0	0	0	150	0	0	344	0	0	430	430	80
Affordable Residential Units	0	0	0	0	150	0	86	0	0	0	0	40
Total Units	0	0	0	150	150	0	430	0	0	430	430	120
Affordable Housing Subsidy	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Per Unit Subsidy	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Parking												
Surface	0	0	0	0	0	0	0	0	0	0	0	0
Structure	170	620	772	222	528	416	824	919	240	287	287	140
Underground	0	0	0	0	0	238	812	419	170	143	143	0
Total Spaces	170	620	772	222	528	714	1,336	1,339	410	430	430	140
Development Cost												
Building Cost	\$109 M	\$40 M	\$109 M	\$95 M	\$31 M	\$123 M	\$268 M	\$281 M	\$109 M	\$143 M	\$143 M	\$30 M
Parcel Infrastructure Cost	\$0.2 M	\$0.3 M	\$0.2 M	\$0.2 M	\$0.3 M	\$1.3 M	\$4.8 M	\$1.7 M	\$0.3 M	\$3.8 M	\$3.8 M	\$0.3 M
Developer Master Planning Fee	\$3.8 M	\$2.6 M	\$3.1 M	\$1.6 M	\$1.7 M	\$3.6 M	\$7.9 M	\$8.5 M	\$2.7 M	\$4.6 M	\$4.6 M	\$1.1 M
Financial Results												
Return on Cost	8.1%	8.1%	8.2%	7.0%	7.0%	8.1%	7.6%	8.1%	N/A	7.0%	7.0%	7.0%
Building Value	\$141 M	\$109 M	\$137 M	\$71 M	\$39 M	\$156 M	\$337 M	\$364 M	\$149 M	\$177 M	\$177 M	\$39 M
Total Land Value	\$32 M	\$18 M	\$17 M	\$8 M	\$0 M	\$18 M	\$33 M	\$40 M	\$13 M	\$8 M	\$8 M	\$3 M
Total Value	\$173 M	\$127 M	\$154 M	\$79 M	\$39 M	\$173 M	\$370 M	\$404 M	\$162 M	\$185 M	\$185 M	\$42 M
Residual Land Value / SF	\$200	\$200	\$180	\$125	\$0	\$200	\$125	\$200	\$125	\$125	\$125	\$0

SCW Initiative: www.austintexas.gov/waterfront

